

A person wearing a light blue button-down shirt is shown from the chest down. Their hands are held together in front of their chest, palms facing each other. In the center of their chest, there is a glowing red heart with a green ECG (heart rate) line passing through it. The background is a soft-focus blue with bokeh light effects.

# xtreme Hospitality

SERVICE EXCELLENCE CONSULTANTS  
| WHERE |  
HEALTHCARE IS HEALING WITH HOSPITALITY™

# Hospitality in Healthcare



As the healthcare industry rapidly evolves and reacts to consumers' new level of expectations in regards to service, as well as insurance companies, Medicare, and Medicaid moving to tying reimbursables to patient experience scores, providers must be proactive in preparing for these increased demands for service excellence.

In 2009, as reported in the Harvard Business Review from the May 2013 issue, The Cleveland Clinic, which has long had a reputation for medical excellence and for holding down costs, examined its performance relative to that of other hospitals and admitted to themselves that inpatients did not think much of their experience. This is when they decided to implement Hospitality Industry tactics.

Over the next three years the Clinic transformed itself. Its overall ranking in the Centers for Medicare & Medicaid Services (CMS) survey of patient satisfaction jumped from about average to among the top 8% of the roughly 4,600 hospitals included. Hospital executives from all over the world now flock to Cleveland to study the Clinic's practices and to learn how it changed.





# | About Us

# Our Ethos



“

*culture eats strategy for lunch*

*– Peter Drucker*

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At Extreme Hospitality, we believe that healthcare is healing with hospitality.™ Therefore, we feel that it is vital that healthcare providers place an emphasis on providing top level hospitality style customer service to their patients. We believe strongly that extraordinary customer service stems from a balanced scorecard where associate satisfaction leads to patient satisfaction, which leads to repeat customers and therefore increased revenue and profit.

We truly want each caregiver and associate within your organization to feel that they are not only a part of your team, but that they each play a unique and special role in each patient's experience and healing, as well as the overall success of the company.

CBI™

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Corporate Business Intelligence  
*merging with*  
Community Based Individuals™

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*ALL business is conducted at the community level. That is why at Extreme, we are committed to being active in every community in which we operate. Not only do we feel this adds tremendous value to our properties, but we truly believe it is simply only right to give back to the communities that support us.*

*– John A. Rubino  
COO, Extreme Hospitality*

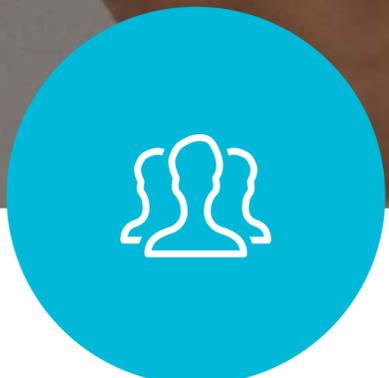
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Extreme Hospitality prides itself on providing Corporate Business Intelligence while being Community Based Individuals™. Extreme is not only fully committed to providing each of its clients with the most sophisticated and up to date corporate business practices and insight, but is also fully committed to the communities in which we operate. By having a significant presence and therefore a significant impact in local communities, Extreme’s clients’ properties benefit from increased business leads and word of mouth marketing due to our boots on the ground philosophy. In addition, the goodwill created for each of our properties through these initiatives directly translates into increased value.



# Our Services



### **Service Based On Boarding/ On Going Service Training**

Implement policies, procedures, and hold trainings to ensure each team is well educated in achieving patient satisfaction.



### **Patient Satisfaction Benchmarking & Strategy**

Create and review patient experience surveys to better understand where the team is falling short and then implement procedures to improve scores.



### **Culture Cultivation, Branding, & Marketing**

Cultivate an internal culture that encompasses hospitality. Develop and market a strategic branding of client's locations that becomes admired throughout the community & industry at large.



### **Social Media Advertising and Management**

Create an online presence and fan base utilizing social media platforms. Create, Place, and Monitor social media ad campaigns.

# Service Based On Boarding/ On Going Service Training



## On Boarding/Training Sessions

Training sessions held to go over customer satisfaction, continuing education, as well as to on board new associates into the culture and spirit of service.



## Customer Service Aptitude Survey

Create, distribute, and monitor a Customer Service Aptitude survey to ensure each applicant/new hire is in alignment with the company's culture and mission.



## Associate Incentive Program

Create and oversee a Patient Experience linked incentive program to motivate team members to provide extraordinary patient experience. This will be made up of low cost incentives.



## Eye on Service Newsletter

Recurring newsletter focused on service tips and tricks as well as featuring stories from across the organization of successful patient satisfaction moments.



## Associate Engagement Survey

Create, distribute, and monitor an Associate Engagement Survey. Associate Satisfaction is directly correlated to Patient Satisfaction, therefore this survey is of the utmost importance.



## On Boarding Procedure Enhancement

Work with HR Department to review and enhance current on boarding policies and procedures. The right on boarding procedure can quickly raise a new associate's engagement, satisfaction, and work capacity.



# Patient Satisfaction Benchmarking & Strategy



### Patient Experience Surveys

Create, distribute, and monitor patient experience surveys. This data should be collected from each resident on a quarterly basis.



### Quality Assurance

Inspect what is expected. Quarterly visits to facilities for a Quality Inspection to ensure both culture and service are alive within the organization.



### CMS Five-Star Quality Rating

Review rating from a patient experience perspective and identify and correct concerns relevant to culture and customer experience.



### Family Experience Survey

Create, distribute, and monitor patient experience surveys. This data should be collected from each resident on a quarterly basis.



### Service Recovery Plan

Create, implement, and update a strategic service recovery plan that empowers each team member to be able to rectify and resolve common concerns.



### Service Excellence

Service excellence is a never ending target. The goal line continues to move with each success. We will work to ensure continuous growth by raising the bar and motivating the team with continuously setting new 30-60-90 day goals.



# Culture Cultivation, Branding, & Marketing



## Strategic Marketing Plan

Develop and implement a strategic marketing plan aligned with the culture, branding, and vision for the organization as a whole as well as each individual facility.



## "iMade a Difference" Program

Associate appreciation program that empowers and encourages every associate to seek out and acknowledge their colleagues' success. Each time an associate identifies another associate for making a difference or for helping them, both associates are entered into a monthly drawing for small prizes.



## Cultivate Associate Pride

Create and implement programs that cultivate an organic growth of associate pride not only in their job satisfaction, but in the overall organization. Associates who act with pride, inspire their team members and share their pride within the communities where they work and live.



## Culture Initiatives

Develop a culture that invokes hospitality that each associate can respect and buy in to. Develop a vision, values, practices, and narrative built around the associates and the patients.



## Branding

Create a perceived image among associates, industry colleagues, and customers alike for the client. A perceived image that is synonymous with excellence, safety, and extraordinary patient experience.

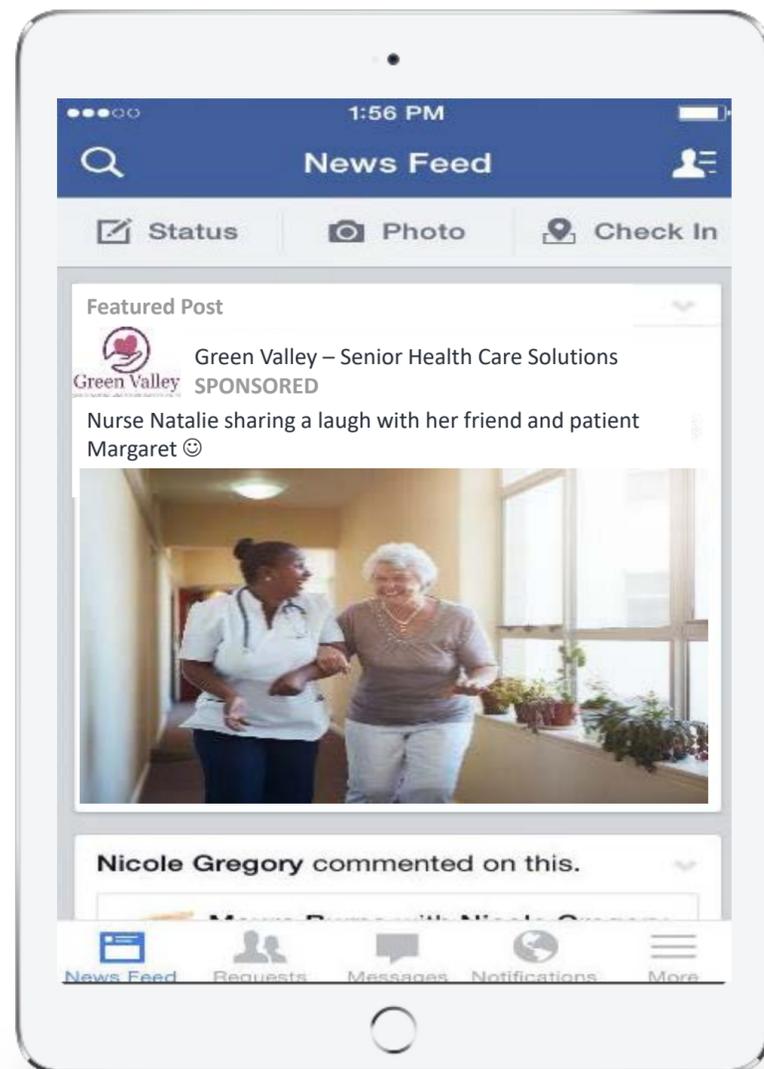


## Helping Hand Initiatives

Develop and implement programs that give back to the communities in which the client operates. These programs create a positive image and renowned reputation within the community, which leads to increased publicity and business.



# Social Media Advertising & Management



## Facebook

Facebook Ad Campaigns:  
5 Posts per Week



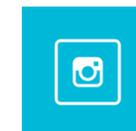
## Creation

Creating custom graphics.  
Creating high impact ads  
with effective phrasing.



## Monitoring

Continuously rotating ads  
& testing for performance  
while taking advantage of  
our detailed analytics.



## Instagram

Instagram Ad Campaigns:  
5 Posts per Week



## Placement

Utilizing laser targeting to  
ensure ads are reaching the  
appropriate demographic.



## Contests

Design and run quarterly  
sweepstakes to keep your fan  
base engaged. Offering small  
price tag gift cards as prizes.

\*Client is responsible for funding the marketing and advertising budget.



## Headquarters

Scranton, PA



## Contact Us

 [eric.rubino@extreme-hospitality.com](mailto:eric.rubino@extreme-hospitality.com)

 [www.extreme-hospitality.com](http://www.extreme-hospitality.com)

